

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

TaskKlock - Alaska Wood Moulding

Alaska Manufacturing Extension Partnership

TaskKlock Goes Nationwide

Client Profile:

TaskKlock is an Alaska-based company located in Anchorage. TaskKlock is a computerized time and task information gathering tool for manufacturing and service companies to increase profit making processes. It is based on a touchscreen input station on the shop workfloor which allows collecting and viewing accurate production information in real-time. TaskKlock is used across the US in woodworking companies, aerospace and service firms. The company employs 3 people.

Situation:

TaskKlock was developing a national sales campaign. Their marketing materials, website and contracts needed to support this effort. The company requested assistance from the Alaska Manufacturing Extension Partnership (AMEP), a NIST MEP network affiliate.

Solution:

On the Internet front, AMEP helped with a total redesign of the website, search engine optimization for the site, and wrote many pages of content. On the market positioning front, AMEP helped with a competitive analysis, identified the key success requirements in the market, developed a Unique Selling Proposition for the company, and developed sales materials that supported this USP. On the sales front, AMEP helped with sales agreements, distributor agreements, commission rates, sales bonus structures, and prospecting methods.

Results:

- * Redesigned marketing material and website.
- * Developed unique selling proposition.
- * Recruiting new distributors.

Testimonial:

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